



## Service Management Review (2012 Volume 1 1)(Chinese Edition)

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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: 2012 09 Pages: 194 Language: English Publisher: Economic Management Press Service Management Review. Volume 1 (2012 a) for the promotion of the development of the service sector is a useful exploration and attempt. It is based on this piece of reform and opening up. Shenzhen. hot spot. to promote the development of China's service as a starting point. positive sum up the universal and important issues facing the development of service industry practice. strong refining experience and theory in the the dissemination service industry development. for our country into the service economy to do ideological and theoretical preparation. Contents: impact on the the employees role of foreign customer service behavior of the service organization and management papers service atmosphere: the regulatory role of the competitive atmosphere of the two subway employees work stress and put into relationship research service marketing management articles customer service with additional customer service on customer satisfaction and loyalty - retail and service industries. for example the Ramsey model subway fare strategy to explore the influencing factors of subway advertising attention analysis...



## Reviews

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